RECEIVED CENTRAL FAX CENTER

OCT 1 5 2008

Our File: 50319-0020/WBV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Matter of Patent Application:

Serial No.

10/709,298

Applicant

Simpson, Todd Garrett

Filing Date

April 27, 2004

Title:

METHOD AND SYSTEM OF PROVIDING LOCATION

SENSITIVE BUSINESS INFORMATION TO CUSTOMERS

Art Unit

3625

Examiner

AIRAPETIAN, Mila

To: Commissioner of Patents

United States Patent and Trademarks Office

Washington, D.C. 20231

Dear Sir:

This is in reply to the Official action dated April 15, 2008, a response to which is due October 15, 2008. A three-month extension of time is requested and the requisite fee is included in the attached Fee Payment sheet, pursuant to 37 CFR 1.17.

Amendments to the claims begin on page 2.

Remarks begin on page 10.